

West Virginia Italian Heritage Festival

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NOTICE OF NEW RULES FOR VENDORS

***** Prices remain unchanged for 2012 Festival*****

VENDOR SETUP: ALL VENDORS ARE REQUIRED TO SETUP THURSDAY EVENING, the night before the Festival. Any vendor who does not show up on Thursday WITHOUT PRIOR WRITTEN PERMISSION will be required to pay a \$100.00 LATE ARRIVAL fee (over and above the contracted amount for their space) in cash to the Festival before they will be allowed to open their booth. Upon receipt of this payment, the vendor will have until 10:30 AM Friday to unload their supplies/products/etc. at their space and remove their vehicle from the Festival grounds.

The official setup time on your contract has been changed to "**AFTER 4:00 pm on Thursday evening**" - THIS DOES NOT MEAN THAT EVERYONE CAN ARRIVE AT 4:00 AND EXPECT TO BE ALLOWED ONTO THE FESTIVAL GROUNDS. The committee has an established method for construction of the street and this plan will be adhered to!

THOSE VENDORS WHO UTILIZE A SELF-CONTAINED TRAILER OR VAN WILL ALWAYS BE ALLOWED ONTO THE GROUNDS FIRST but at the discretion of the setup committee - it is imperative that these units be set first as they can not be positioned properly once the other vendors are placed. We typically arrange for these types of setups to arrive even before the 4:00 setup time as this facilitates the setup process FOR EVERYONE.

At the discretion of the street committee, those vendors having a multi-space contract are GENERALLY allowed in next but this is regulated based on how crowded the street is. Those vendors with single spaces and/or their own tent setup are generally filtered in as space and street congestion allows - unless something unforeseen occurs, ALL VENDORS WILL BE GIVEN AMPLE TIME ON THURSDAY EVENING TO SET UP.

NO VENDOR WILL BE ALLOWED TO DELIVER OR HAVE DELIVERY OF ANY PRODUCTS OR SUPPLIES ONTO THE FESTIVAL GROUNDS PRIOR TO 4:00 PM ON THURSDAY UNLESS PRIOR ARRANGEMENTS ARE MADE. If early deliveries are required, they must be delivered off-site and hand-trucked to WITHIN a local business or storage facility. ANY ITEMS DROPPED ON THE GROUNDS WITHOUT PRIOR WRITTEN AUTHORIZATION WILL BE REMOVED AND DISPOSED OF WITHOUT CARE.

The deadline for return of a vendor application is now **July 15, 2012** - on this date, the street committee will begin placing the vendors into the street setup grid and, in most cases, will be placed on a first received - first placed basis.

Those contracts received after July 15 will be considered individually and may or may not be accepted. These late applications will also be subject to placement in a designated "over-flow" area.

In order to maintain the authenticity and the spirit of the West Virginia Italian Heritage Festival. The street committee has decided the following:

- Each clothing vendor will be required to have products available with ITALIAN themes (prints, color schemes, etc.)
- Each food vendor will be required to have ITALIAN products - this could include Italian foods or other products with color additives; food products must be approved by the Street Committee Chairperson.
- ALL SPACES will be required to decorate their spaces with Italian themed items (banners, flags, signs, lights, etc.). To add to the Italian décor, you might consider having your sales people wear Italian colored or themed clothing, scarves, aprons, etc. This could also include wearing replica "peasant" outfits, etc. For additional decoration, Italian pennant streamers will be sold for \$2.00 a foot. You can purchase at the WVIHF information booth.
- Festive Italian decorations, trinkets, etc. can be purchased directly from various sources - below are some of the companies from which we have purchased items in the past:

Oriental Trading - www.orientaltrading.com (800) 526-9300
M&N International - www.mninternational.com (800) 479-2043
Prom Nite - www.promnite.com (800) 328-5393

As an added incentive, we will continue our vendor decorating CONTEST. This year, ALL VENDOR SPACES will be judged by a private committee for best decorations, products, placements, and all around Italian theme - the winner will receive a **25% credit** toward his or her vendor space for the 2013 festival. This could be an excellent opportunity for both old and new vendors to add to their own sales, add to our authenticity, and get ahead of the crowd for next year!

Please contact our Office, as soon as possible, if you plan not to attend our Festival as a vendor for 2012, this will give the Festival ample time to fill empty spots on Festival grounds. If unable to talk with someone in person, Please be sure to leave a name, correct address, phone number and to leave a detailed message. Phone: (304) 622-7314 or Fax: (304) 622-5727.

Mary L. "Weege" Vargo, Chairman of the Board, WVIHF

Carl Felosa, Street Committee Chair, WVIHF